BTOP Advisory Task Force Meeting
November 29, 2012
10:00am – 4:00 pm

Meeting Purpose:
To help public libraries improve and sustain their public access computing services

Meeting Outcomes:
By the end of the meeting participants will:
1. Understand BTOP program results to date.
2. Make recommendations for final steps to take within the grant period.
3. Make recommendations for work needed to sustain public access computing in Idaho libraries.

Meeting Facilitator: Shirley Biladeau
Meeting Leader: Gina Persichini
Meeting Recorder: Teresa Lipus and Nancy Reese at flip charts

Present
Task Force:
Amy Mortensen, Anne Cheadle, Bette Ammon, Jane Somerville, Mark Rose, Mary DeWalt, Memo Cordova, Norma Jean Sprouffske, Ruth Funabiki
ICfL:
Ann Joslin, Gens Johnson, Gina Persichini, Kevin Tomlinson, Kristina Taylor, Marj Hooper, Nancy Reese, Shirley Biladeau, Teresa Lipus

Introductions
Success story: How have your library staff and/or resources helped someone in your community?
Amy Mortensen, Twin Falls Public Library:
- We're involved with the digital literacy training for refugees. Refugees come in 2-3 times a week, often bringing their families. This has been a learning experience for our staff as well; how to respond under various situations.
- We've had to move our GED books. They are rarely being checked out because people are using the GED resources on LearningExpress Library.
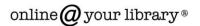
Anne Cheadle, Latah County District Library:
- Something good happens every day: We're teaching people who have to do things online but don't have the computer skills.

Bette Ammon, Coeur d'Alene Public Library:
- We helped someone with a resume created in PDF, showing him how to copy and paste from that, and reformat it.
- We helped a guy a couple weeks ago with a patent, showing him how to use a thumb drive and access useful websites.

Jane Somerville, Stanley Community Library:
- Last spring a teacher wanted a book with practice tests for the Praxis exam and I showed her how to get on LearningExpress Library (LEL). She was almost in tears, she was so grateful. She passed her test with "distinguished scores." This year she is one of the two teachers at the Stanley School! This teacher reminded her cousin, who is now going to school, of all the resources in LEL.

Mark Rose, Nampa Public Library:
- At Halloween a boy came in dressed as Superman. I showed him the iPads for kids and he was thrilled to be able to use them.

Mary DeWalt, Ada Community Library:
- I follow the comments people leave after a session using our "Tutor.com." A high school student said, "Thanks to this, I am passing my chemistry class." It's great to see the results from offering such a tangible service.

Memo Cordova, Albertsons Library, Boise State University:
- We have a cohort of grad students doing GRE prep. I showed them LearningExpress Library and they were ecstatic. They don't have to buy the books!
- Boise State offers Google Scholar, which helps people cite works.

Norma Jean Sprouffske, Syringa Middle School, Caldwell:
- At a staff meeting today I heard about a lesson I wrote for navigating our library's home page, which includes LiLI.org. A 3rd grade teacher was using the lesson plan. Her students were buzzing so much when they discovered World Book that she decided that next time she would leave that part of the website until the end of the lesson.
- Our new library coordinator needs to do her Praxis and LEL has been a resource for her, too.

Ruth Funabiki, University of Idaho Law Library:
- Even though we can't offer legal advice, we refer people to legal resources, for issues such as tenant disputes, divorce, etc.
- We also love the Court Assistance Publications (Check it out in the Idaho Librarian.)

Shirley, ICfL:
- A human interest story from the Digital Literacy Program: A young man of about 39 is wheelchair bound. He wanted a small computer because he is no longer able to go up and down stairs at his home and all his older computer equipment is no longer available to him. He was uncomfortable with trying items at the local stores. The library staff was presenting the Digital Literacy program to his parents at the senior center and they asked if their son could try a device. The librarian had them bring him to the front of the library, where the Wi-Fi reached their car. The librarian took all 4 devices out to him, demonstrated them, and let him try them all, for about 30 minutes. His parents ended up getting him an iPad. Big smiles all around!

Gina, ICfL:
- Digital literacy trainer for refugees Makambo works with speakers of French and Swahili. He told a refugee about Google Translate and now this man can go online and translate his mail and job descriptions, giving him a greater sense of independence.

Ann, ICfL:
- At our gathering of refugees trainers, the trainers talked about what a great experience this has been for them. It was rewarding to hear. They work one-on-one with many of the refugees: the older ones are mostly interested in the citizenship test. The younger ones want to know what they need to know to get a job. We have far exceeded reaching our target population: we hoped to reach 200 but we are currently up to 2,000.

Teresa, ICfL
- The Kids Quest was a hit and the libraries were happy with an extra incentive to get kids to check out online resources.

Gens:
- Even as the project winds down we're still finding opportunities to leverage the BTOP money: promotion of Routes to Reading (the online component), other partnerships, etc. Looking forward, there are ways to support this grant.

Kevin, ICfL:
- Directors can repurpose money for test prep books. Because of LEL, these are no longer getting stolen.

Marj:
- I echo what Gens said about partnerships and what they have meant, and will mean in the future, to the Commission and libraries in Idaho.
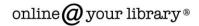
1. Program Results to Date

Gens thanked the BTOP Advisory Task Force for all of their guidance and ideas that have led to some of the BTOP projects and accomplishments. Since germinating the idea in August 2009 and being awarded the grant in August 2012, here's what's been happening:
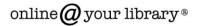
- **Broadband:** Of the $2.6 million, $750,000 has been used to support broadband, and E-rate commitments make this look sustainable. Internet speed has gone from an average of 1.5 Mbps to an average of 11.5 Mbps. Twin Falls has 45 Mbps. The median cost is $24/MB/month. Costs should go down from there. We've worked with local firms, 17 different providers. Seven communities got new broadband service providers.
- **Computers:** We've sent out over 500 computers and are getting ready to send out 200 more devices (Kindles, iPads, etc.)
- **Public information**: Letting people know what services are available has cost less than $200,000 out-of-pocket, but with Idaho Public Television (IdahoPTV) contributions developing and broadcasting PSAs, the value is close to $2 million. We've targeted kids, parents, people interested in improving education with the message to go to library or LiLI.org. For future initiatives, carving PR money out of grants is significant.
- **Online resources:**
  - LearningExpress Library (LEL): Kudos to Gina, who was ready to get that going from the start. Thousands of people are using it.
  - Scout Idaho Collection: MARC records have been created for the 500 Idaho videos.
  - Scout Classroom Edition: PBS Learning is the route through the PBS programming. PBS content is no longer available in Discovery. There are no ongoing costs for Scout Classroom Edition.
  - Media online @ your library: An online media literacy program for Idaho (http://media.lili.org/) was developed.
  - Next Avenue: a website for midlife adults (idahoptv.org/nextavenue) through our partnership with Idaho PTV.
- **"Routes to Reading"** partnership with PBS's "Reading to Learn," including an online materials connection.
- **Digital literacy training and coaching:** Kudos to Shirley for pulling together resources on the ICfL website. She continues to comb through WebJunction, PAT-C (Public Access Technology Community), Tech Soup, etc.
- **Youth Corps:** This year 26 youths participated, giving 1,000 hours of assistance to over 1,500 people. It's also something for these youth to put on a resume. Word-of-mouth increased participation as people got help at the library and passed it on. The Idaho Department of Labor is

eager to continue program next summer. They will offer to libraries and Labor will pay 100%. The caveat is that youth in the community must be eligible in order for Labor to place them.

- **Refugees digital literacy training:** It's happening in 15 languages: Nepali, Karen, Amharic, English, Burmese, Farsi, Russian, Tigrinya, French, Kibembe, Arabic, Swahili, Kinyarwanda, Kirundi, and Kunama. They are using the program we did with them as a springboard to continue and are looking for grant funding.
- **College and Career Ready Summit:** August 16-17, 2012, agency-level people were brought together to talk about what we are all doing to prepare K-12 students. They networked and shared information, discussing how to leverage provided services and avoid duplicating them.
- **Credible Connections** occurred in late winter and spring of 2012. The goal was to bring together representatives from a variety of agencies—both local and state, community leaders, library staff and interested citizens to connect with each other and discover the tools available to enhance community development.
- **Conferences:** Gina and Glynda Pflieger have participated or had booths at several conferences: STEM, Idaho Science Teachers Conference, Teachers' Night Out, etc.
- **Cyber-bullying:** This produced partnerships with the IdahoPTV, the Idaho Education Network, the Office of Attorney General Lawrence Wasden, the Idaho State Department of Education, the Idaho School Boards Association, and the Idaho Association of School Administrators. The Governor and Superintendent Luna made PSAs and Gina developed a lib guide available at http://guides.lili.org/cyberbullying.
- **Earned media:** Articles on LearningExpress Library and Scout were included in the Albertson Foundation's *Idaho Education Resource* publication.
- **Media guidance:** We've gotten guidance on working with media, and social media, including a Social media kit with best practices, which will be posted on the ICfL website on the BTOP page when finalized.
- **IMPACT Survey:** We used the same survey as year ago. The 38 involved libraries represent 100% of our BTOP libraries. Differences from last year to this year point to progress:
  - Percentage who received one-one-one help or training from staff or volunteers almost doubled.
  - More (and more frequent) visits to website from outside: increased from 82% to 86%
  - More visits from mobile devices: increase from 19% to 29%
  - Greater percentage of PAC users age 35-54
  - Education use increased from 34% to 40%
  - People reporting using library services to look for employment and then getting a job increased from 4% to 8%.
  - PAC users learning about government resources increased from 25% to 30% last year.
  - PAC users who used library resources to find support groups for a health need increased from 5% to 25% this year.
- **Network checkups:** We sent technicians to libraries to identify additional equipment needs to help broadband work better and do SonicWall training, removing blocks (and putting them back when patrons were done). Would have been better to do it earlier in the grant, as we discovered that one library had been able to use only 10% of broadband they were paying for.
- **Trustees training:** Shirley shared the stats and stories from the trustee training. A focus of the training was an understanding of the role of libraries in economically healthy communities. The handouts provided at the training are posted at http://libraries.idaho.gov/dltrustees. The trustees also got valuable hands-on experience with devices and tools. We will repeat this on a smaller scale this coming year—to libraries who couldn't participate this year and to libraries who want more training. Bette mentioned that her trustees really appreciated it. Also, they had Joan Frye

Williams give a presentation and Joan suggested finding links to good YouTube videos for training on devices. Mary said that her trustees were really impressed with hands-on portion and the handout was great. It was suggested that we promote it with the new round of training.

- **In progress:**
  - White Paper on Idaho Education Network (IEN) "extension cords" (schools with broadband connecting to local library). Has to be done at local level.
  - Combining the American Library Association (ALA)/Public Library Association (PLA) Turning the Page library advocacy resources with local video for a Speaker's Kit.
  - An "After BTOP" workshop with collaborating agencies to cement our partnerships so they remain effective after the grant period ends.
  - Using streaming ability to participate in meetings – ICFL is investigating the use of an Adobe Connect add-on to stream events taking place using our video teleconferencing unit (VTC). If implemented, this would make it possible for public libraries to participate in events created in the VTC environment.
  - Working to engage state legislators: legislative training session first couple of weeks of January with LiLI.org and other resources to help them with their jobs.
  - Digital Citizenship site: In addition to the existing Legislative Live and Judicial Live sites hosted by Idaho Public Television, partners are working to create an online tour of the Capitol for students and others who can't participate in an in-person tour in Boise. This project also opens the way for Idaho Legislators to conduct virtual tours or live sessions online with their constituents.
  - Citizen resources, including the court assistance paper, legislative streaming, public awareness about electronic health care records availability (with Department of Health and Welfare).

Looking forward: ICfL will look not for opportunities to provide more computers, but rather other devices or ways to ensure Wi-Fi access. We will also repackage the Kids Quest in early 2013. E-rate should continue just fine. Continued communication between agencies will take extra effort; continued public information will take effort. We need to continue collaboration with Idaho PTV, especially related to library development.

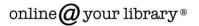2. **Final steps within the grant period**
      Next 30 days (Gens):
   - Encourage libraries to reflect and evaluate and reassess status
   - Poll each library to find out who need wireless hub and provide (8-9 libraries participated in SonicWall for all)
   - More active presence on Twitter (for ICfL). Sustained efforts.
   - Wireless printing

3. **Work needed to sustain public access computing in Idaho libraries.**
   After discussing topics from the **Montana State Library BTOP Report** that resonated with the group (page 6), clarifying and combining related topics from the **Pair and Share** report out (page 7), and reviewing the **"What can ICfL do"** section of the Task Force's "encouraging broadband adoption" document, the dotting exercise produced the following results:
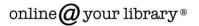   - **9 votes:** Web awareness and support. Identify who is doing new and cool stuff and share that information. Help libraries think in new ways.
   - **8 votes:** Continue statewide promotions. Library marketing kit. Statewide librarian social media activities. Promote the idea that healthy cities have "kick ass" library services. ICfL advocacy help /libraries as 3rd place / community-centered theme.

- **7 votes:** Partnerships. Office of Natives Affairs Policy. Continue efforts to expand statewide digital resources. Partner with agencies for library development online resources. Cooperate with other state agencies regarding services in communities. Training and mentoring to create partnerships (at statewide and community levels) for funding and resources acquisition.
- **7 votes:** Wireless 24/7. Wi-Fi availability for all libraries. Wireless printing.
- **6 votes:** Pursue grant opportunities at the state level. Leadership for centralized services (grants, etc.). Clearinghouse. Examination of contracts.
- **5 votes:** Idaho as Google Fiber test case (like Kansas City) (something for ILA to do?).
- **5 votes:** E-rate support.
- **5 votes:** Use existing channels to deliver a consistent message about the impact of broadband adoption to librarians and elected officials both at the state and local level.
- **5 votes:** Actively assist libraries in developing effective ways to measure impact of adoption strategies.
- **4 votes:** Help with tech support. Tech advice or training. Tech summer institute. Continue training at ILA annual and regional conferences.
- **4 votes:** Tech policy guide. Current tech plan. Tech plan templates. Workshops on policy.
- **4 votes:** Network checkups. Checklist for library tech checkups on broadband use equipment.
- **3 votes:** Support libraries when they try to be service and devise agnostic.
- **3 votes**: Help libraries expand their resources. Help libraries buy access to content. Help libraries renew contracts for e-resources. Provide access to materials that make libraries shine. Expand digital resources.
- **1 vote:** Benchmark hardware needs.
- **1 vote:** Apps to access local library resources: OPAC, LiLI, etc.

Montana State Library BTOP Report at http://msl.mt.gov/BTOP/InternetStudyFinalwForward.pdf
What resonates with you? What can be duplicated for the benefit of Idahoans?
- **Tribal:** What are we doing with the tribal libraries? Any major opportunities there? Two tribes in north have BB infrastructure grants. We connected with them early on because both included public libraries in their communities. NTIA, Dept of Ag. We might want to investigate further: Native American Library Services Program. They establish the office of Native Affairs and Policy within the FCC. The Coeur d'Alene tribe contributes lots of money for education. We've coordinated through the Nez Perce tribe; they have been great to work with.
- **University partnerships:** University faculty wrote the report. Do we have any plan to do similar report for Idaho, partnering with universities?
- **State borders:** It's hard to stay contained within state borders in the panhandle. Sometimes regional borders work better.
- **Broadband:** Is it still all about broadband? What about cell phones? If it comes through the cell phone, does that change the libraries' role? More people are accessing library resources through cell-phone. 4G is newest cell phone network. Broadband refers to data rate.
- **Centralized services:** Is there a role in for ICfL providing leadership for centralized services?
- **Network checkups**: Some sort of checklist for libraries to monitor the health of their networks. A network checkup kit.
- **IT expertise:** The hub and spoke idea, sharing funded IT staff. Regional IT expert sharing. Mentoring programs. IT support is two things: 1) Check health of network, wire, etc., and web support (tech support from back side) and 2) web support from public side.
- **Bulk purchasing:** Going with same hardware, bulk buying, facilitate repairs (ensures efficiency but doesn't leave room for innovation). No one size for all libraries. Local units of government can use

state contracts. It's optional for public libraries and could limit them. A state purchasing plan for libraries? Group buys are more effective.

- **Tech plans:** Tech plans make you think of all the different components you need. Maybe include in the public library standards, update regularly. A written replacement plan may be covered in Edge Benchmarks. A replacement plan is a budget issue. As libraries become more tech based it's a more important question. There lots of resources from Tech Soup, WJ, PAT-C. Remind libraries those are there. They don't have to reinvent.
- **Centralized information:** A focused interactive website that centralizes information…at least a valuable starting place.
- **E-Rate consortium** idea is interesting. Must be circumspect about what level. Statewide level should be an opt-in thing.
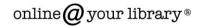
Share and Pair report out:
Outside of the grant funding & timeline, what is needed from ICfL to sustain public access computing in Idaho libraries?
- Tech plan template, network checkups, E-rate support, expanding digital resources, tech policy guides, tech advice or training, tech summer institute, partner with agencies for library development online resources, workshops on policies.
- Continuing efforts to expand statewide resources, continuation of statewide level promotion, pursue grant opportunities on state level, cooperate with other state agencies providing, marketing kit for a small library (pieces in place, using correct principles), identify who is doing new and cool stuff and share that info, continue trainings, statewide social media activities (start at library level and build).
- Promote idea that healthy commercial environments have kick-ass library services (libraries integral part of healthy communities), advocacy help from ICfL (promoting libraries as community anchors), ICfL provide access to materials that make libraries shine (LEL, LiLI), assist libraries for renewing contracts for e-resources, ICfl buy access to content, libraries offer themselves as Google fiber test case like (Kansas City), ICfL support for libraries when they are service-agnostic and device-agnostic (whatever you have you can access our resources), provide workshops or support for helping libraries think in new ways (ex., not charging for lost articles).
- Wi-Fi availability for all libraries, apps developed so patrons can access library resources, benchmarking hardware needs (rather than for device themselves), training on networking to create partnerships for funding and acquisitions, include 24/7 Wi-Fi in library standards.

Other news/updates from Ann:
- **Enhancement Request for FY 2014:** Originally it involved a request for only LearningExpress Library. We've now added requests to fund K-12 databases to extend STEM resources, help for Public Library Broadband Capacity (reimbursement of non-discounted portion of internet service provider fees), and an extension of our public awareness efforts. The Idaho Library Association wrote a letter to JFAC (Joint Finance-Appropriations Committee) supporting the budget request.
- **Connect2Compete:** FCC challenges nonprofits and community based organizations to collaborate to narrow the digital divide by making high-speed Internet access and computers more affordable for more than 25 million mainly low-income Americans.
  - $90 million national Ad Council campaign. Recruitment, launch, document success stories (year 2 and 3). "Everyone On" is the theme and logo. Identify celebrities with whom target audiences identify and have them tell stories on how the Internet changed their lives. Digital

Learning Day is February 6, 2013. Launch is planned for March 2013.
To get a response about the launch, text 278-10. Message is 321.

- Families with kids that qualify for *free* school lunch are eligible for 1) Internet at $9.95/month through Cable Com and 2) laptop or computer for $150.
- Free online digital literacy training is a component. The American Library Association (ALA) said libraries should be key players, so the Institute of Museum and Library Services (IMLS) offered out-of-cycle grants. OCLC WebJunction received a grant to identify model approaches for partnerships with libraries to meet the public demand for training expected to be generated by the Ad Council campaign. Libraries will be offering input on the campaign and the national zip-code locator for providers of digital literacy resources. Libraries will be prominent and will help develop recommendations for national digital literacy training. Ann and Mary attended the WJ webinar today: 1 in 5 Americans are not online. Reasons include fear of unknown, fear of ID theft, and not recognizing the value. The plan is to recruit the 4 of 5 to help the 1 of 5 do something online (specific launch day in March 2013).
- Digital Literacy Collection: The Public Library Association (PLA) received an IMLS grant to develop/curate an online digital literacy resource collection. PLA will partner with the ALA's Office for Information Technology Policy (OITP) and the Chief Officers of State Library Agencies (COSLA). The collection will allow users to see several levels of detail.

Wrap up

Ann and Gens noted that the BTOP Advisory Task Force was convened for input on the Broadband Technology Opportunities Program (BTOP) project. As the project is closing, this group has fulfilled its purpose. The Commission values advisory groups and doesn't want to overuse them, and so will bring this group to a close and work through the tasks ahead. The Commission is deeply grateful to the Task Force and thanks them for all of their time and work to help public libraries improve and sustain their public access computing services.

Next Steps

- December 2012: We have a meeting coming up in December with our BTOP partners. We will share with this group the outcome of that meeting.
- January-February 2013: Shirley is putting together a committee to look at a mentoring program, for any aspect of library work. Let her know if you are interested.

Meeting Review

Plus +	Delta Δ
Food was great	
Wi-Fi access was great	
Travel arrangements	
Great idea exchanges	
Accomplished agenda	